

1. A method of Internet browsing, comprising:
connecting to an Internet; receiving over said Internet at least one object to display;
retrieving a compressed representation of said object from a catalog; and
generating a compressed video stream utilizing said compressed representation.
2. A method according to claim 1, wherein said object comprises a WWW page.

3. A software program for WWW page design, comprising:
a computer readable media having stored thereon:
a restriction module which receives restrictions defining limitations imposed by a compression method to be used for displaying WWW pages; and
a design module, which lays out display elements, responsive to said received limitations.
4. A software according to claim 3, wherein said restrictions include a block size definition.
5. A software according to claim 3, wherein said restrictions include a bandwidth restriction, and wherein laying out of display elements comprises selecting display elements to match said bandwidth limitations.
6. A software according to any of claims 3-5, wherein said media has stored thereon an automated WWW page generator for a WWW server.
7. A software according to claim 6, comprising a communication module for receiving said restrictions from a server associated with said compression.

8. A compression-modified software for performing at least one function and for generating at least one display, comprising:
a computer readable media having stored thereon:
a functional module which performs said function; and
a compression-responsive module which receives an indication of restrictions related to a compression of said display and which controls said module to generate a display responsive to said indication, wherein said display is modified relative to a display generated without said restrictions.
9. Software according to claim 8, wherein said indication comprises a message from a computer on which said software is executed.
10. Software according to claim 8, wherein said indication comprises a configuration file.
11. Software according to any of claims 8-10, wherein said modified display is modified to meet a bandwidth requirement.
12. Software according to claim 11, wherein said bandwidth requirement is an instantaneous band-width requirement.
13. Software according to any of claims 8-10, wherein said modified display is modified to reduce resources required for compression.
14. Software according to any of claims 8-10, wherein said display is modified by moving at least one object, relative to its display location for a non-compressed display.
15. Software according to any of claims 8-10, wherein said display is modified by utilizing a different object for a compressed display than for a non-compressed display.

16. Software according to any of claims 8-10, wherein said function comprises a WWW browsing function.

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17. A method of personalizing advertising, comprising:
providing a compressed video stream; and
replacing at least one spatial portion of said compressed video stream with
compressed data representing at least one advertisement, wherein said replacement is
responsive to information associated with a viewer of said video stream.
18. A method according to claim 17, wherein providing a compressed video stream
comprises converting a computer software generated display into said compressed video
stream.
19. A method according to claim 18, wherein said converting comprises directly
converting a sequence of display commands generated by said software into said
compressed video stream.
20. A method according to claim 18 or claim 19, wherein said advertisement replaces
a display object of said display.
21. A method according to any of claims 17-19, wherein said replacing comprises
replacing without decompressing said compressed video stream.

22. A method of advertisement, comprising
providing a compressed video stream, representing a display;
determining an available portion of said display; and
inserting an advertisement into said available portion of said display, wherein
inserting comprises manipulating said compressed video stream, without decompressing
said compressed video stream.
23. A method according to claim 22, wherein determining an available portion
comprises receiving at least one indication of said available portion.
24. A method according to claim 23, wherein providing a compressed video stream
comprises retrieving said stream from an archive location, wherein said archive location
includes a storage of said indications.
25. A method according to claim 22, wherein providing a compressed video stream
comprises converting a computer software generated display into said compressed video
stream.
26. A method according to claim 25, wherein said software provides said indication.
27. A method according to claim 25, comprising analyzing said display to determine
said available portion.
28. A method according to claim 27, wherein analyzing said display comprises
analyzing display commands generated by said software.
29. A method according to claim 27, wherein said software comprises a WWW
browser.

30. A method according to claim 29, wherein analyzing said display comprises identifying display areas into which additional display material is being downloaded.

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